

# ATLANTA'S TRIP TO CHINA

## MAKE BUSINESS CONNECTIONS IN CHINA

MARCH 23 - 31, 2012

Join Mayor Kasim Reed as he leads a delegation of Atlanta Companies on a Trade Mission to pursue Business Opportunities in China

### WHY CHINA

The strength of China's economy led to a 32% increase in U.S. Exports to China in 2010. China is now the world's third largest market for luxury goods, with more than 200 million people in the middle class. China represents a wealth of opportunities for Atlanta companies in sectors, such as:

- Architecture/Construction/Engineering
- Energy (incl. Renewable energy)
- Transportation
- Green Building
- Chemicals
- Machinery
- Professional Services
- Medical Equipment
- Education

### WHEN

March 23, 2012 - March 31, 2012

(Participants may extend their stay in China after March 31<sup>st</sup> for additional business meetings in additional cities)

### WHERE

**Nanjing** (capital of Jiangsu province with 5 million people and a high concentration of private wealth)

**Hangzhou** (provincial capital and largest city of Zhejiang province with more than 4 million people)

**Guangzhou** (provincial capital and largest city of Guangdong province with more than 13 million people)

### WHAT

- Country Briefing provided by the U.S. Commercial Service (U.S.C.S.)
- Roundtable meetings with Chinese companies (potential clients or business partners) in each city
- Plenary sessions with influential city and regional government officials in each city
- Gold Key & other B2B Matchmaking available in each city (Gold Key provided by U.S.C.S. for a fee)

### COST

(estimates only)

- \$3,700 Economy (International air services on Korean Air)
- \$8,300 Business Class (International air services on Korean Air)
- Estimated costs include international air fare, hotels, intra-China air, ground transportation, tips & visa
- Optional Gold Key B2B Matchmaking services are not included in the price (available for additional fee)

### WHO

- Atlanta Companies looking to explore or expand into the Chinese market are encouraged to participate
- Space is limited and qualified companies will be registered on a first-come, first-served basis
- **Deadline for registration is February 3, 2012**
- To learn more about the mission or to schedule time with a local trade expert, please contact:  
Bill Cronin, Atlanta Development Authority, (404) 614-8288, [bcronin@atlantada.com](mailto:bcronin@atlantada.com)  
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## CITY OF ATLANTA

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KASIM REED  
MAYOR

Greetings:

I am pleased to join the Atlanta Development Authority and the Metro Atlanta Chamber as the head of the delegation on the City of Atlanta trade mission to China from March 23 to March 31 to explore opportunities for trade and investment.

China stands among the world's most dynamic economies and holds many opportunities for Atlanta firms. Georgia's second-largest export market grew 35.2% in 2010, totaling \$2.4 billion. Imports topped \$14 billion in 2010, up 32% in 2010. About two dozen Chinese facilities operate in the state and numerous local firms operate in China.

In the increasingly globalized world of business, the ability for decision-makers to have face-to-face interaction with their overseas partners is vital. I am confident that your participation in this trade mission will help your company generate positive business results by expanding your networks.

Since hosting the 1996 Olympic Games, Atlanta has been recognized as a thriving international city. As Mayor, I am committed to transforming it into the leading global city in the southeastern United States. I look forward to your participation as we strengthen and expand our competitiveness in the global market.

Sincerely,

A handwritten signature in black ink, appearing to read "Kasim Reed". The signature is fluid and cursive.

Kasim Reed  
Mayor